

Community Engagement Cluster:

Overview of the Urban Districts

The Urban Districts' (Bethesda, Silver Spring, and Wheaton) mission is to maintain and enhance prosperous, livable urban centers by creating a sense of place and community.

Marketing & Promotion

- Provide community websites
- Provide community events, including festivals, concerts, and parades; the installation of seasonal banners, unique signs, holiday decorations, and other amenities to give each District a sense of place
- Development and distribution of newsletters, brochures, and other promotional material marketing, promoting and highlighting the District

- Overall satisfaction of the Urban Districts' Advisory Boards with the effectiveness of the promotion of their jurisdictions

Hospitality

- Provide information and directional assistance to constituents
- Act as extra "eyes and ears for police"

- Percent of Urban Districts Advisory Board satisfied with the "value added" of the UD Hospitality team.

Streetscape Maintenance

- Maintenance of, and improvement to, the streetscape amenities within each Urban District
- Litter collection.
- Trash receptacle services
- Mowing and snow removal
- Lighting knockdown replacement
- Maintenance of planted/landscaped areas
- Street sweeping

- Overall Satisfaction of the Urban Districts' Advisory Boards with the provision of maintenance of streetscape amenities



Community Engagement Cluster: **Urban Districts Headline Performance Measures**

	FY12	FY13	FY14 (Projection)	FY15 (Projection)	FY16 (Projection)
1. Overall satisfaction of the Urban Districts' Advisory Boards with the effectiveness of the promotion of their jurisdictions (scale of 1-5)	3.6	3.8	4.0	4.0	4.0
2. Overall satisfaction with the Urban Districts' Advisory Boards with the provision of maintenance of streetscape amenities (scale of 1-5)	4.3	3.9	4.0	4.0	4.0

